

# From Complex to Concise: Using Data, Research and Measurement to Simplify Healthcare Communications



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# Case Studies: Clear, Concise and Targeted Communication

## *Clarity Amidst Complexity*





# DATA DRIVES EVOLUTION

FROM CLINICAL TO COMPASSIONATE, FROM PHYSICIAN-CENTRIC TO HUMAN-CENTRIC

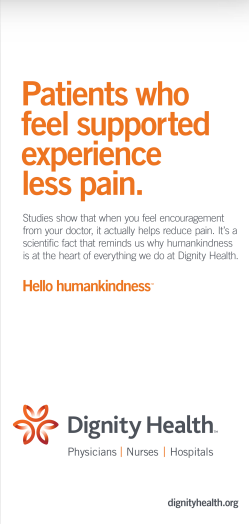
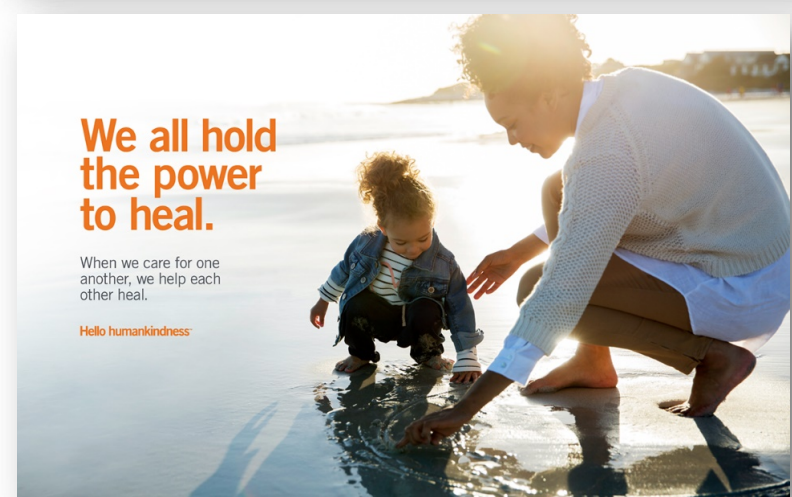


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# DATA BRINGS CLARITY TO COMMUNICATIONS



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## How kindness affects patients



When a physician is a good communicator, patients are **MORE THAN TWICE AS LIKELY** to listen to their doctor.<sup>2</sup>



Patients who experience compassionate care are more likely to divulge important information to their clinicians **MAKING DIAGNOSIS MORE ACCURATE.**<sup>2</sup>



When surgical patients are encouraged by their anesthesiologists during the immediate postoperative period, they **HEAL FASTER AND ARE DISCHARGED FROM THE HOSPITAL SOONER** because they require 50% less narcotics.<sup>3</sup>



The more compassionate care patients received, the **LOWER THEIR DIASTOLIC BLOOD PRESSURE** became during periods of stress.<sup>4</sup>



A person who experienced empathy in a medical consultation had a **16% REDUCTION IN OVERALL COLD SEVERITY.**<sup>5</sup>



When patients receive compassionate care at the emergency room, they are **LESS LIKELY TO RETURN TO THE EMERGENCY ROOM** for the same medical issue.<sup>6</sup>

## How kindness affects caregivers and health care organizations

A kinder work environment benefits caregivers as well, who are likely to feel:<sup>6</sup>

- + more engaged
- + less exhausted
- + have more satisfied patients

By keeping kindness at the core of their health care practice, caregivers:<sup>8</sup>

- + have increased resilience to stress
- + inspire more meaningful work
- + are more immune to burnout

Organizations with a culture of compassion and kindness have:<sup>6</sup>

- + reduced employee exhaustion and absenteeism
- + increased psychological engagement in work
- + greater employee well-being and commitment
- + higher levels of positive emotion for caregivers



[https://www.youtube.com/watch?v=fRtPDHtlf\\_A](https://www.youtube.com/watch?v=fRtPDHtlf_A)



What's one moment of humanity worth? Everything.

5,261,879 views

LIKE DISLIKE SHARE



Dignity Health  
Published on Sep 11, 2015

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<https://www.youtube.com/watch?v=IIHaZxcsv78>



Let's never give up on each other | Hello humankindness

1,615,321 views

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Dignity Health  
Published on Sep 15, 2017

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# Case Studies: Clear, Concise and Targeted Communication

*Patient Centered, Outcomes Focused*

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# OUR RICH HISTORY OF INNOVATION

SPANS MORE THAN 60 YEARS

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# FEATURES DOMINATED OUR MARKETING MESSAGE

## TECHNICAL BUYER WAS KEY AUDIENCE

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**MORE SHAPE OPTIONS**

**Attain® Performa™ LV Lead and Viva™ Quad XT CRT-D System**  
with VectorExpress™ LV Automated Test

Advanced Quadripolar Lead	VectorExpress™	AdaptivCRT® Improves CRT Response <sup>5</sup>
Short bipolar spacing avoids phrenic nerve stimulation. <sup>1,3</sup> Steroid on all electrodes.	Provides clinically actionable data on 16 vectors in 2 minutes. <sup>4</sup>	Compared to echo-optimized CRT for patients with normal AV conduction.



**POWERFUL**

**SIMPLE** **CONNECTED**

**SHORT-TERM** CARDIAC MONITORING  
**SEEQ™**  
MOBILE CARDIAC TELEMETRY SYSTEM  
up to **30 DAYS** of monitoring

**LONG-TERM** CARDIAC MONITORING  
**Reveal LINQ™**  
INSERTABLE CARDIAC MONITORING SYSTEM  
up to **3 YEARS** of monitoring

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# A NEW STRATEGY TO CHANGE MEDTRONIC

## AND TO BETTER ADDRESS GLOBAL HEALTHCARE CHALLENGES

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### THERAPY INNOVATION



Introducing and delivering  
meaningful therapies  
and procedures

### GLOBALIZATION



Addressing the inequities  
in healthcare access globally

### ECONOMIC VALUE



Helping lead the creation  
of value-based  
healthcare solutions

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# FOCUS ON RESEARCH AND DATA

## GOING OUTSIDE...ON A SHOESTRING

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**\$10M**

IN **RESEARCH**  
ANALYZED

**700**

**GLOBAL EXTERNAL  
STAKEHOLDERS**  
INTERVIEWED IN  
2 MARKET  
RESEARCH STUDIES  
CONDUCTED  
ACROSS  
7 REGIONS

**130**

**DOCUMENTS**  
PRODUCED  
RESULTING IN  
MORE THAN 2,500  
PAGES  
OF INSIGHTS

**75**

**BUSINESS UNIT  
AND RESEARCH**  
STRATEGY  
DOCUMENTS AND  
22 MARKET  
TREND REPORTS  
ANALYZED

**55**

HEALTHCARE  
INDUSTRY  
**REPUTATION  
STUDIES**  
LEVERAGED

**40**

**MARKET LEADING  
COMPANIES**  
INVESTIGATED

# WHAT...WE NEEDED TO ADDRESS

## PUT THE PATIENT AT THE CENTER

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1

More than a  
medical device  
company.

2

Part of the solution,  
not part of the  
problem.

3

Trust...interested in  
mutual, shared  
success.

4

An innovative leader  
in technology —  
making products and  
services that help solve  
some of my pressing  
healthcare challenges.

# HOW...

## BRAND PRINCIPLES MOVING FORWARD

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FORWARD-  
THINKING  
AND  
OPEN-ENDED

ANSWER  
WHY,  
HOW,  
AND WHAT

CREATE A HUMAN  
CONNECTION

ALIGN  
WITH OUR  
BRAND DNA

# TAKING HEALTHCARE FURTHER, TOGETHER

MEANINGFUL  
INNOVATION

ALIGNING  
VALUE

GLOBAL  
ACCESS

**Medtronic**  
Further. Together.



# PURPOSE DRIVEN

## PATIENT CENTERED, OUTCOMES FOCUSED

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### BOLD THINKING REQUIRED

That's the courage of going  
Further, Together.

READ HOW



### WE BELIEVE IN IMPROVING LIVES WITH THE POWER OF MEDICAL TECHNOLOGY

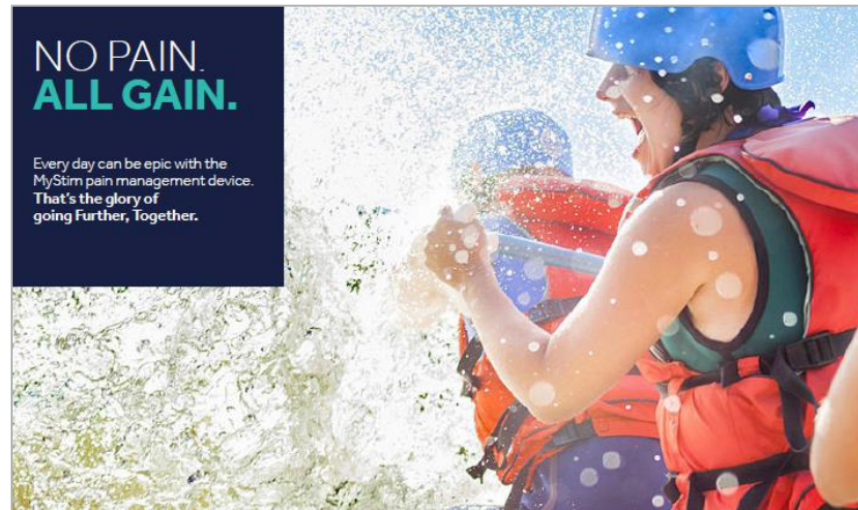
Every day we are driven by the possibilities of what medical technology can do — not only technology in devices, but also in processes and in healthcare systems around the world.



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### NO PAIN. ALL GAIN.

Every day can be epic with the  
MyStim pain management device.  
That's the glory of  
going Further, Together.



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Using Data/Research to Understand your Audience and How  
They Want to Receive Information:

# Internal Communications



# The Challenge: Understanding Your Target Audience

What do our employees really care about?



How do we understand the nuances of their beliefs and attitudes?

How do we set ourselves up to communicate successfully with them?



# The Opportunity: Leveraging Your Employees' Comments



- Used internal surveys from 2015-2017 to analyze 170,000 open-ended comments from 26,000 employees
  - Comments included both suggestions to improve the employee experience and what employees enjoyed most about working at Dignity Health

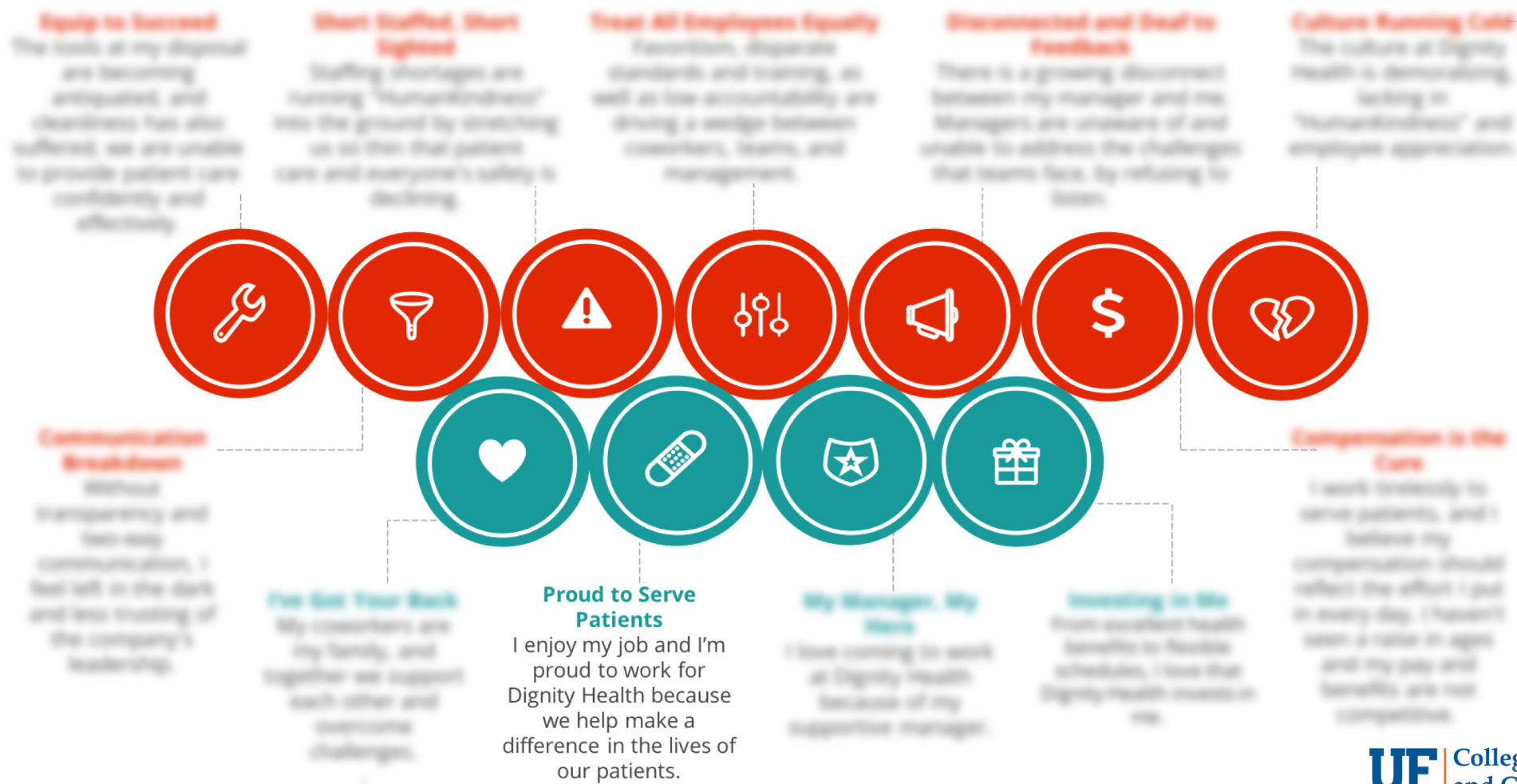


- Analyzed 2,300 employee reviews of Dignity Health from online forums



Dignity Health.

# The Solution: Narrative Analytics



PROTAGONIST

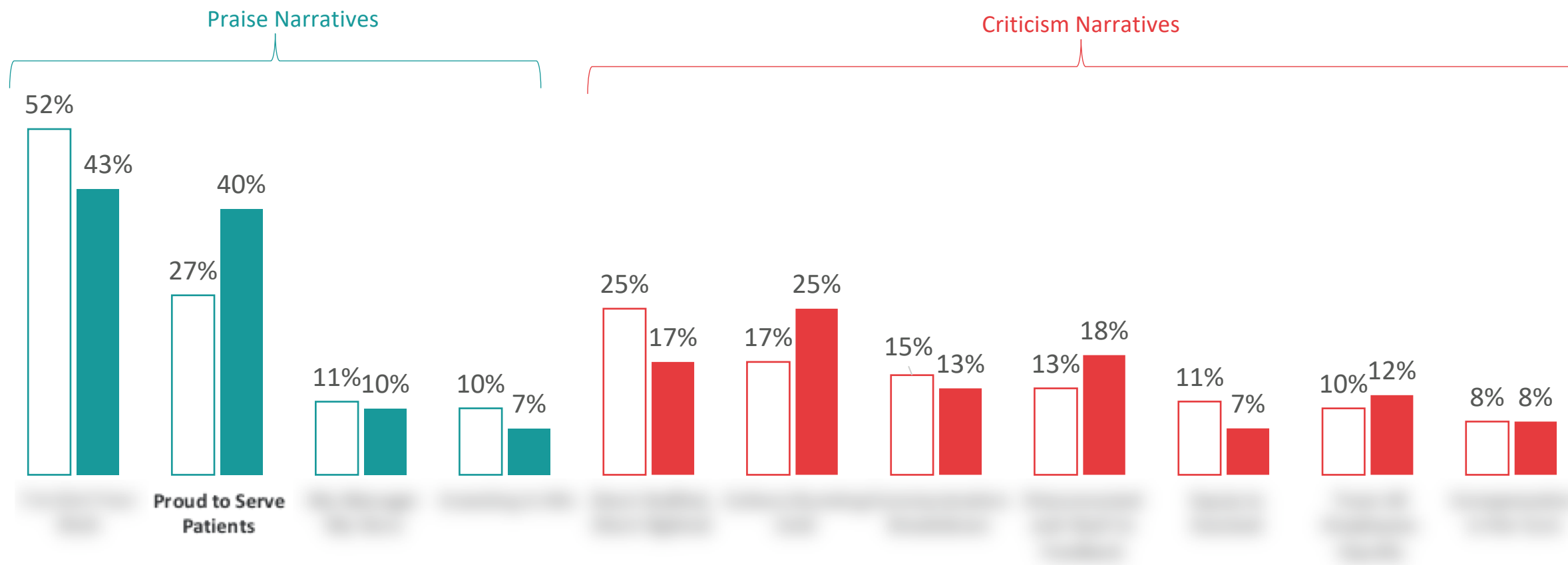
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# Keeping Your Finger on the Pulse

Monitoring shifts in employees every six months



# Informing Communications



- Increasingly focused on **themes** related to Dignity Health's mission
- Highlighted stories of how non-patient facing staff feel connected to our mission
- Increased storytelling related to our work with underserved populations and our commitment to local communities

Using Data/Research to Understand your Audience  
and How They Want to Receive Information:

# External Stakeholders

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# STEP ONE: UNDERSTAND YOUR AUDIENCE DRIVING TO “PERSONAS”



## LEARN ABOUT OUR AUDIENCE

Understand our target audience's needs, experiences, behaviors and goals



## BY STUDYING THEIR NEEDS

Through research and interviews



## TO REFINE OUR MESSAGE

Tailoring our content planning, design, development and targeting to deliver compelling, relevant content with a strong user experience

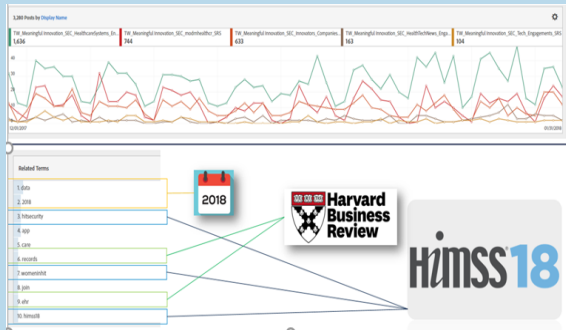


## AND DRIVE PARTNERSHIPS

More targeted messages to this audience to create new perceptions, new conversations and ultimately new partnerships



# CADENCE OF RESEARCH INSIGHTS TO DRIVE STRATEGY



## SOCIAL LISTENING

Ongoing scraping and monitoring of digital/social conversations to track sentiments and issues

QUANTITATIVE RESEARCH: ONLINE SURVEYS			
4 Countries [US, Germany, China, Japan]	836 Respondents	Jan 26 <sup>th</sup> – Mar 27 <sup>th</sup> , 2018	15-minute online survey
Target Audience			
Audience Segments	Primary job Responsibilities	Primary Institution	Additional Screening Criteria
<b>Private Payers</b> # of respondents: 82	<ul style="list-style-type: none"> <li>Healthcare payer</li> <li>Reimbursement executive</li> </ul>	<ul style="list-style-type: none"> <li>Health plan</li> <li>Integrated network provider</li> <li>National or regional health plan</li> <li>Provider-sponsored health plan</li> </ul>	<ul style="list-style-type: none"> <li>Must be involved in decision-making for value-based programs OR outcomes-based risk-sharing contracts at their organization</li> </ul>
<b>C-Suite Executive Decision Makers</b> # of respondents: 124	<ul style="list-style-type: none"> <li>Hospital executive</li> <li>Healthcare system executive</li> </ul>	<ul style="list-style-type: none"> <li>Public or government-operated hospital</li> <li>Private hospital</li> </ul>	<ul style="list-style-type: none"> <li>Must be at least somewhat familiar with Medtronic</li> </ul>
<b>Value Analysis Committee (VAC) Members</b> # of respondents: 273	<ul style="list-style-type: none"> <li>Approval committee for device and technology purchasing</li> <li>Typically heads of departments who are or were recently practicing physicians</li> <li>Healthcare value committee decision maker</li> </ul>	<ul style="list-style-type: none"> <li>Public or government-operated hospital</li> <li>Private hospital</li> <li>Group practice / clinical (associated with hospital system)</li> <li>Ambulatory surgery center (affiliated with hospital system)</li> </ul>	<ul style="list-style-type: none"> <li>Must be at least somewhat familiar with Medtronic</li> </ul>

## REPUTATION AND BRAND PERFORMANCE STUDIES

Ongoing cadence of quantitative research to guide strategy and benchmark brand performance

**Screener** Company Familiarity & Reputation Expected Support Business Understanding Attributes

PN: SHOW ALL, SINGLE SELECT, RANDOMIZE, ANCHOR OTHER

S10

What type of institution do you spend the majority of your time?

- ☐ Public or government-operated hospital
- ☐ Private hospital
- ☐ Group practice / clinic (affiliated with hospital system or integrated delivery network (IDN))
- ☐ Ambulatory surgery center (affiliated with hospital system or integrated delivery network (IDN))
- ☐ Integrated network provider such as a Managed Care Organization (MCO) or Accountable Care Organization (ACO)
- ☐ Health Plan – Commercial/Private
- ☐ Health Plan – Public/Government-Affiliated
- ☐ National or regional health plan (not affiliated with an Integrated Delivery Network (IDN))
- ☐ Provider-sponsored health plan (e.g., health plan owned by or affiliated with a health system, physician group, or hospital)
- ☐ Other (TERMS)

PN: SHOW US ONLY, ONLY IF S5=1,2,3 AND S10=5,7,8,12,14. RANDOMIZE

S11

Is your organization part of an Integrated Delivery Network (IDN)?

- ☐ Yes
- ☐ No

## 1:1 QUALITATIVE INTERVIEWS

Ongoing phone-based interviews for deeper understanding of evolving stakeholder needs

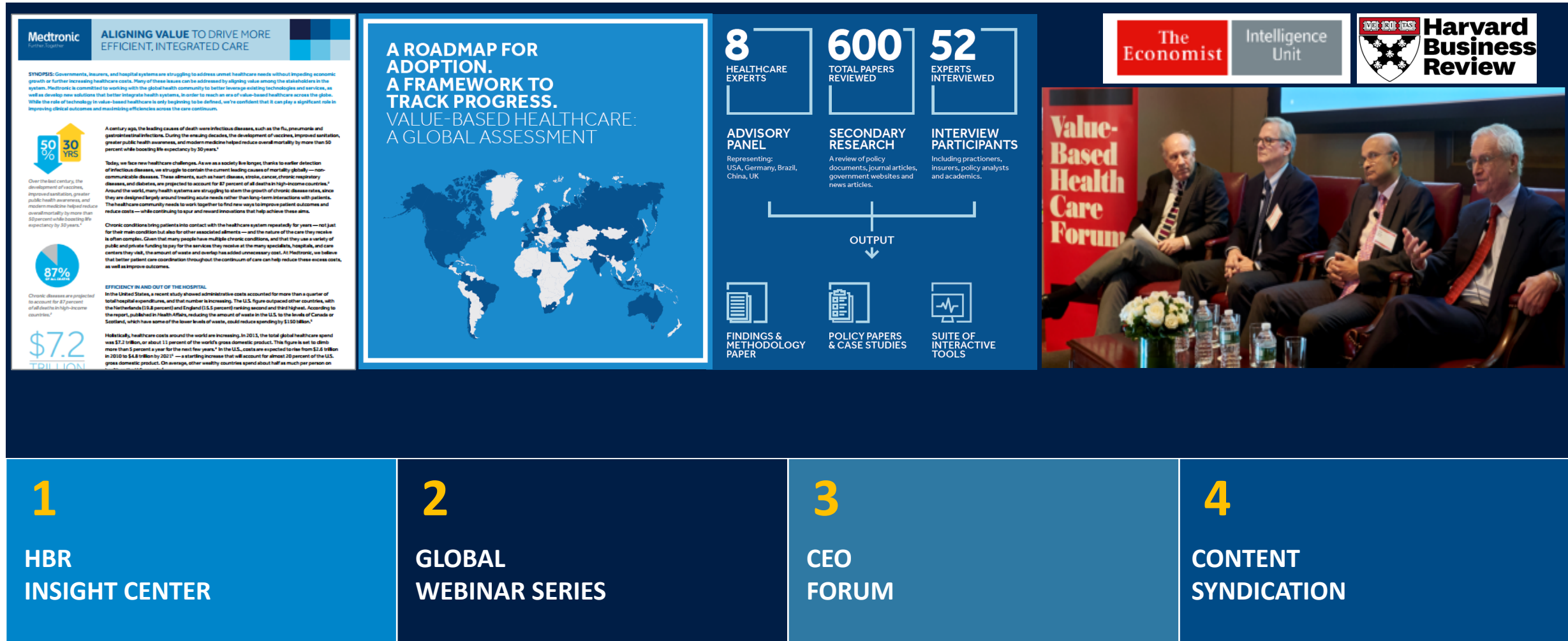


## INFLUENCER AND MEDIA CONSUMPTION STUDIES

Ongoing mapping of key influencers by theme and their media consumption patterns



# STEP THREE: GLOBAL THOUGHT-LEADERSHIP PROGRAM TARGETING HEALTH SYSTEM LEADERS





# Q&A

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